



**VICE PRESIDENT FOR ADVANCEMENT**  
**PRINCETON THEOLOGICAL SEMINARY**  
Princeton, New Jersey

**THE SEARCH**

Princeton Theological Seminary (the Seminary) seeks a strategic, experienced, and collaborative fundraising leader to serve as vice president for advancement (VP). Established in 1812, for over 200 years the Seminary has stood at the forefront of theological education, shaping generations of Christian professionals for ministry around the world. Partnering closely with a visionary president early in his tenure, the VP will develop and implement best practices throughout the advancement operation, raising philanthropic sights internally and externally among alumni, friends, unaffiliated, and institutional donors, and significantly enhancing overall fundraising success.

Princeton Theological Seminary was the first seminary founded by the General Assembly of the Presbyterian Church. The Seminary stands with the Reformed tradition, which shapes the instruction, research, practical training, and continuing education provided by the Seminary, as well as the theological scholarship it promotes. Poised to build on the momentum of new presidential leadership, a recently finalized strategic plan, and commitment to historical tradition while embracing innovation, the VP will have the unique opportunity to build and execute a best-in-class fundraising enterprise.

As the Seminary embarks on a new era of success and excellence, the incoming VP will develop and institute a strategic, comprehensive, and systematic institutional advancement program that is reflective of contemporary industry best practices and consistent with the Seminary's mission and core values. Reporting to President Jonathan Lee Walton and serving as an integral member of the senior leadership team, this is an exceptional opportunity for a high-performing and accomplished individual to partner with a dynamic and visionary leader to play a critical role in building and strengthening the Seminary's advancement enterprise. Working closely with the president and board leadership, as well as division leadership across the Seminary, the vice president will determine and implement appropriate strategies to enhance and elevate the Seminary's fundraising success. Historically, the Seminary's operating budget has been supported almost exclusively by a significant and well-stewarded endowment. Fundraising

success and focus over recent decades have primarily originated from the annual fund, foundation grants, and planned giving. The vice president will strengthen a culture of philanthropy among the Seminary's various constituencies, while simultaneously refining the overall strategy and structure of institutional advancement and readying the Seminary for future fundraising endeavors.

Princeton Theological Seminary seeks a vice president who is experienced, strategic, and capable of building and developing a best-in-class fundraising program. The VP will reinforce connections with the Seminary's alumni and current donor base while strategically cultivating and engaging new relationships and pipelines with unaffiliated populations. The VP will broaden the overall donor base of individuals who are inspired and engaged by the mission and impact of the Seminary and are motivated to give. With at least ten years of leadership experience in advancement, the ideal candidate must possess strong managerial, strategic planning, and motivational skills; a keen understanding of fundraising best practices and a comprehensive knowledge of all major development and alumni engagement functions, including a depth of campaign experience; and a track record of significant personal success in donor cultivation, solicitation, and stewardship at the major and principal gift levels. The ideal candidate will be a seasoned team leader adept at motivating, empowering, and advocating for staff, and facilitating cohesion and team success. The vice president must be poised to build and enhance the fundraising program, including the implementation of a new CRM and developing and implementing related policies, procedures, and best practices to effectively leverage the use of data and moves management in all aspects of advancement work.

The vice president must be an integral member of the Princeton Theological Seminary community. This individual will reflect and embody the core values of the Seminary by serving with authenticity, warmth, compassion, and humility. The successful candidate must demonstrate a high level of integrity, trust, diplomacy, emotional intelligence, and maturity to effectively engage and partner with key internal and external stakeholders. The vice president must possess superb written and oral communication skills, along with the ability to foster strong collaborative relationships across the Seminary. The ideal candidate will be a data-driven, results-oriented professional with a collegial and accessible leadership style. It is imperative that this individual bring a deep appreciation and passion for the mission, goals, history, and uniqueness of Princeton Theological Seminary and its constituents. A bachelor's degree is required; an advanced degree is preferred.

Princeton Theological Seminary has retained Jack Gorman of the national executive search firm, Isaacson, Miller, to assist in this important recruitment. Confidential inquiries, nominations, and applications should be directed to the search firm as indicated at the end of this document.

## **PRINCETON THEOLOGICAL SEMINARY**

Princeton Theological Seminary was established in 1812 and was the first Seminary founded by the General Assembly of the Presbyterian Church. The establishment of The Theological Seminary at Princeton marked a turning point in American theological education.

Affiliated from the beginning with the Presbyterian Church and the wider Reformed tradition, Princeton Theological Seminary is a denominational school with an ecumenical, interdenominational, and worldwide constituency. This is reflected in the faculty, in the curriculum of studies, and in the student body. Princeton Theological Seminary is uniquely positioned to serve the church and the world, and it seeks to respond to that call with imagination and energy.

### **Mission, Vision, and Values**

The Seminary's model of theological education is characterized by four distinctive commitments, each involving a creative tension:

#### **Reformed and Ecumenical**

Princeton Seminary is a Presbyterian school in the Reformed tradition, an identity we embrace proudly and believe to be an essential source of wisdom and strength for our mission. At the same time, Princeton Seminary is an ecumenical, international, and intercultural community that holds Jesus Christ as the center of our life together.

#### **Faith and Scholarship**

True to its Reformed heritage, Princeton Seminary promotes academic excellence as a faithful expression of loving God. This community of learning nurtures intellectual curiosity and fosters theological research.

#### **Residential and Global**

A vital part of the learning experience at Princeton Seminary is our residential community, and the world itself is our classroom. Students also extend their learning in many locations throughout the globe with field education experiences, travel courses, and academic exchange programs.

#### **Tradition and Innovation**

The essence of the Reformed tradition is an impulse towards innovation: "the church once reformed always being reformed in accordance with the word of God." The Seminary is strengthening its core commitment to preparing pastors for parish ministry while providing room in the curriculum for new forms of Christian ministry and service to which our students feel called.

“Princeton Theological Seminary prepares women and men to serve Jesus Christ in ministries marked by faith, integrity, scholarship, competence, compassion, and joy, equipping them for leadership worldwide in congregations and the larger church, in classrooms and the academy, and in the public arena.”

- *Princeton Theological Seminary, Mission Statement Excerpt*

Read more about Princeton Theological Seminary’s mission and vision [here](#).

## Strategic Plan

In October 2021, the Board of Trustees approved a new strategic plan designed to express the Seminary’s mission and vision for a new generation. The plan creates a flexible framework that, in the near term, provides energy and direction for an innovative response to the changing global church and higher education landscape. In the longer term, the strategic plan will allow the Seminary and its new president to refine and shape an evolving vision.

The strategic plan establishes three overarching goals:

**Form Faithful and Effective Christian Servants in All Fields of Human Endeavor:** Equip a wide variety of people for a variety of gospel-informed ministries and faith-informed professions.

**Provide Theological Resources for Christian Communities Throughout the World:** Serve as a premier theological resource for global Christianity through scholarship, convening, and advancing theological education.

**Engender and Embody a Diverse Learning Community for Life:** Build a thriving inclusive Christian learning community that actualizes the benefits of diversity and unity and transforms its members and, subsequently, the larger world.

## Leadership

Rev. Dr. Jonathan Lee Walton  
President

The Rev. Dr. Jonathan Lee Walton became Princeton Theological Seminary’s eighth president in January 2023. Dr. Walton is trained as a social ethicist whose scholarship focuses on the intersection of evangelical Christianity, mass media, and political culture. Dr. Walton has published widely across various academic journals, books, magazines, and newspapers. His insights have been featured in the New York Times, CNN,

Time Magazine, and PBS. Dr. Walton is a member of the Humanities Advancement Council at Morehouse College in Atlanta.

Dr. Walton earned his Doctor of Philosophy and Master of Divinity degrees from Princeton Theological Seminary. Prior to his appointment at Princeton Theological Seminary, he served as dean of Wake Forest University's School of Divinity where he occupied the Presidential Chair in Religion & Society, and as the Plummer Professor of Christian Morals and Pusey Minister in the Memorial Church at Harvard University.

### **Academics**

The Seminary's 34 full-time and 12 adjunct faculty maintain a strong tradition of preparing leaders for the church through a commitment to the constructive interaction of ministry formation and rigorous scholarship. The Seminary has an 8:1 student-to-faculty ratio. All full-time faculty members have academic doctorates and are members of a Christian denomination; 47% are ordained ministers. Faculty members regularly publish highly regarded, award-winning books and peer-reviewed articles in leading journals.

### **New Curriculum**

The curriculum facilitates students' intellectual growth, investment in the welfare of the community, and holistic development. In 2022, the Seminary introduced a new masters-level curriculum. This revised curriculum lifts up the traditional strengths of Princeton Seminary's academic excellence, disciplinary rigor, and the richness of a residential theological education. Differentiating this curriculum from previous iterations are its five unique core commitment areas, beginning with a Life Together course, a small, capped-enrollment course taught by a faculty member, with assistance from an administrator. A requirement for incoming MDiv and MACEF students, these courses vary in topic depending on the instructor, but all include a mix of classroom teaching, service learning in the community, fellowship around meals, vocational discernment, and chapel worship.

Other core commitment areas include spiritual practices of the faith, integrating those practices across disciplines; theological imagination courses, placing a theological lens on current topics and issues facing church and society; Christian service; and renewal of creation, self, and communities. The result is a curriculum that not only attends to the academic and spiritual development of our students, but also casts a vision for the future of Princeton Seminary, its teachers and scholars, and God's church as a whole.

### **Centers**

Princeton Theological Seminary supports critical theological reflection through the development of academic programs. These programs serve to support student life on campus and also promote research

in areas that are of special interest to the church and theological tradition. These centers are developing a vibrant public profile and are part of the Seminary's outreach to the broader public.

**The Betsey Stockton Center for Black Church Studies** exists to highlight the theological and religious witness that arises out of the African American and African Diaspora Christian experience. Students can complete a concentration in Black Church Studies, which prepares students for vocational ministry or scholarly pursuits that value the unique contributions of Black religious experiences to the totality of Christian faith, life, and witness

**The Center for Asian American Christianity** advances research and scholarship pertaining to Asian American Christianity through its events and publications. The Center offers innovative conferences on Asian American theology drawing upon leading practitioners and scholars from Asian American studies and theology on topics relevant to Asian American congregations.

**The Center for Barth Studies** maintains and develops an exhaustive resource collection of works by and about Karl Barth, hosts annual conferences for scholars and pastors as well as a yearly translator's seminar, facilitates reading groups, and is also responsible for creating and ensuring the quality of the English language online version of the Church Dogmatics. The Center is a globally connected research center that serves both the academy and the church worldwide.

**The Center for Theology, Women, and Gender** was established to address issues related to the intersections of race, class, gender identity, and sexuality in church and society. Through conferences, coursework, and events, the Center shapes students, alumni, and church leaders to be change agents regarding the pressing issues of inequality facing our world.

**Overseas Ministries Study Center** is a renowned research institute focused on amplifying the voices of the world Christian movement, through hosting a vibrant residential and online study program for global partners, the artist-in-residence program, and the acclaimed International Bulletin of Mission Research. Founded in 1922, the Center became part of Princeton Seminary in 2021.

### **Programs and Initiatives**

The Seminary's numerous programs and initiatives invite theological inquiry, foster broader public engagement, and enhance the curriculum. These programs include:

**The Farminary**, located on the Seminary's 21-acre farm, integrates theological education with small-scale regenerative agriculture to train faith leaders who are conversant in the areas of ecology, sustainability, and food justice.

**The Hispanic Theological Initiative** exists to create and nurture a community of Latina/o scholars to serve the academy and the church through the combined efforts of a consortium of member schools, including Princeton Theological Seminary, where the Hispanic Theological Initiative offices are based.

**The Institute for Youth Ministry** initiates and integrates research related to the church's mission with young people through offering programs, events, and resources for leadership development.

**Through the Office of Continuing Education**, the Seminary offers ministry leaders opportunities for theological formation, spiritual renewal, and leadership development. Pastors, ministry professionals, and lay leaders will find a place to network, share ideas, learn, and grow in a spiritually rich, Christ-centered environment, both on campus and online.

### **Theodore Sedgewick Wright Library**

The Theodore Sedgewick Wright Library is a hub for intellectual community. The facility draws students, faculty, and scholars from around the world, and its collections are a significant resource for research. As the Seminary seeks to share this resource broadly, they will continue expanding partnerships with institutions around the world and develop a program to make materials widely accessible.

Wright Library contains over 1.3 million print and electronic books and journals in its general collections, a digital library (Theological Commons) of more than 150,000 resources, a robust Special Collections and Archives department of rare books, manuscripts, archives, cuneiform tablets, art, artifacts, and digital archival collections. The inspiringly beautiful building, which opened in 2013, is a gathering space for the community.

### **Fundraising and Financials**

Unlike most institutions of higher education, the Seminary's operating budget is funded almost exclusively by the endowment. The Seminary's endowment is approximately \$1.3 billion. These resources make possible generous scholarship and financial aid for students, and the strategic plan identifies an aspiration to reduce student debt. The endowment also supports faculty and academic resources that facilitate teaching and research.

Princeton Theological Seminary received more than \$14.4 million in gifts in Fiscal Year 2022 including restricted, unrestricted, and endowed gifts with more than \$1.5 million raised by the annual fund. 1,808 donors made gifts in Fiscal Year 2022. In Fiscal Year 2022, the seminary had a gross operating budget of \$47.8 million with 74.9 percent budgeted from the endowment and 14.3 percent budgeted from tuition and fees.

## **VICE PRESIDENT FOR ADVANCEMENT**

Reporting directly to President Jonathan Lee Walton, the vice president for advancement will be an active, contributing member of the president's senior leadership team and will work closely with this group to establish priorities and devise strategies that strengthen the culture of philanthropy, support seminary-wide strategic priorities, attract new sources of funding, and deeply engage alumni and friends of the Seminary.

The vice president is also responsible for providing strategic vision and effective leadership for the department of advancement. This individual will ensure an optimal organizational structure; define mutually acceptable annual and long-term performance goals; and engage, educate, and otherwise support staff, faculty, volunteers, and senior leaders in their respective engagement and fundraising efforts. In addition, the vice president will lead by example, personally participating in the identification, cultivation, and solicitation of high-level donors and prospects. The vice president will be an integral member of the community and will reflect and embody the values of Princeton Theological Seminary and its leadership.

### **Key Responsibilities and Duties**

#### ***Strategic Vision and Leadership***

- Provide leadership and direction to the department of advancement, which encompasses development, alumni relations/giving, and planned giving; holistically build and develop the department of advancement in an efficient, effective manner, suited to the needs of the Seminary's mission and philanthropic context.
- Serve as an architect and builder of a strategic, cohesive, and systematic institutional advancement program that is reflective of contemporary industry best practices and consistent with the Seminary's mission and core values.
- Assess the fundraising success and potential of Princeton Theological Seminary; craft a sophisticated multi-year strategy that leverages institutional strengths and assets to implement and reinforce a culture of philanthropy and sustainably increase philanthropic support in keeping with the mission, core values, and institutional priorities of the Seminary.
- Serve as an active and valued member of the president's senior leadership team; build strong, collaborative professional relationships with cabinet peers and foster a strong team orientation.
- Personally cultivate, solicit, and steward a select prospect portfolio; lead frontline fundraising by example, demonstrating success and providing mentorship to maximize philanthropic revenue for the support of the Seminary's ministry and mission.



- In conjunction with the president and other senior leaders, develop clear, consistent, cohesive, and compelling messaging that leverages the uniqueness, strengths, and aspirations of Princeton Theological Seminary and its leadership, in a way that reflects the excitement for the Seminary's future direction and results in philanthropic support for funding priorities.

### ***Programmatic Growth***

- Evaluate, strengthen, and enhance existing individual giving and foundation relations programs that will provide current operating funds, endowment funds, and capital funds sufficient to ensure the Seminary's financial stability and well-being for the present and in the future.
- Develop and implement a robust and sophisticated major and principal gifts program and pipeline, establishing new and innovative plans to identify and acquire prospective individual and institutional donors, both affiliated and unaffiliated, increasing donor retention and reengaging existing donors.
- Evaluate and bolster the stewardship of past donors by implementing best practices to cultivate, engage, and steward donor relationships.
- Leverage the president and senior leadership to build new and enhance the Seminary's existing relationships with civic and community leaders and foundations, among others; and to philanthropically engage unaffiliated individuals and institutions in support of the Seminary.
- Facilitate the implementation of a new CRM, and develop advancement-related best practices, policies, and moves management that effectively leverage the use of data in advancing division and institutional priorities.
- Plan and conduct special events designed to inform the public and specific constituencies about the work and purpose of the Seminary.
- Develop and provide administrative leadership for special capital campaigns.

### ***Executive Support and Engagement***

- Work in close partnership with the president of the Seminary to plan, organize, and structure the president's personal role in the development process and his engagement with the Seminary's external constituents.
- Cultivate strong working relationships with administrators, faculty, and staff across campus; engender trust among these constituents through transparent communication and a clear motivation to work as a team.
- Collaborate with the communications and marketing team to share inspiring stories of the Seminary with donors in a compelling and innovative manner.

- In concert with the director of alumni relations, plan and administer a well-rounded alumni relations program to strengthen ties to the Seminary and enhance the Seminary's vision and ambitions.
- Engage the Board of Trustees to inspire giving, set appropriate and ambitious fundraising goals, and engage as vital participants in growing a culture of philanthropy.
- Fulfill other responsibilities pertinent to the department of advancement as assigned by the president.

### ***Staff Management and Empowerment***

- Maintain a leadership style that is fair, equitable, and open; support, mentor, and optimally organize the advancement team and operation, setting clear direction and priorities for staff.
- Promote excellence through well-defined goals and implementation of best practices and accountability measures. Provide opportunities for professional learning and growth; inspire, empower, and motivate staff through active, transparent communication and delegation.
- Foster a professional environment that recognizes and rewards performance, supports innovation, builds confidence, encourages teamwork, reduces silos, retains staff, and promotes diversity and inclusion; serve as an advocate for staff, representing their concerns and needs.
- Oversee all personnel activities for the department, including the recruitment, hiring, and onboarding of staff; as well as defining the job responsibilities and performance review process for each staff member.
- Ensure that all systems and processes maximize available intelligence via reporting and follow sound budgetary, legal, and accountancy practices.
- Plan and carefully administer the department of advancement budget, ensuring that resources are deployed efficiently and effectively in support of fundraising goals and objectives; utilize contemporary analytics to project, measure, and report on progress relative to goals.

### **Qualifications and Experience**

The vice president will bring many, if not all, of the following professional qualifications, skills, and experiences:

- A deep appreciation for the history, achievements, and aspirations of Princeton Theological Seminary, and the ability to effectively articulate the president's vision to a diverse audience.
- A minimum of ten years of progressively responsible fundraising and managerial experience in

advancement, preferably within higher education or a large, multi-unit organization; experience serving on a senior leadership team and contributing at the strategic level; depth of knowledge and best practices in all key areas of advancement.

- Demonstrated success increasing the effectiveness of an existing advancement program and its staff, including individual and institutional philanthropy, through established objectives and performance standards and resulting in an increase in philanthropic revenue.
- Proven achievement in creating a team- and goal-oriented environment that empowers staff through active communication, and that builds confidence and celebrates accomplishments; a successful track record of building and maintaining highly collaborative and productive teams.
- A proven track record of success in personally cultivating, soliciting, and stewarding major and principal gifts from individual and institutional donors.
- The political savvy to navigate complex academic and constituent communities; the desire and ability to build bridges and strong collaborative relationships with all members of an operation across an institution and its alumni and constituents.
- Superior written and oral communication skills; the ability to understand and translate information for all audiences; clarity and eloquence in writing and speaking.
- A sharp eye for operational efficiency and the best use of resources, including a demonstrated understanding of budgets and the ability to manage them.
- Proficiency in utilizing fundraising and special events databases and software.
- The personal flexibility to travel and work evenings and weekends, as required.
- A bachelor's degree is required; an advanced degree is preferred.

### **Compensation and Location**

Princeton Theological Seminary offers an excellent benefits package, including housing or a housing stipend, and a salary commensurate with qualifications and experience. Relocation assistance, if needed, is negotiable.

The Seminary is enriched by its location in the town of Princeton, New Jersey, with its vibrant community of intellectual, artistic, and cultural resources. The neighboring Center of Theological Inquiry and Institute for Advanced Study contribute to the scholarly community. Located one block from Princeton University, and a few blocks from downtown Princeton's shops, restaurants, theater, and historical sites, Princeton Seminary is a wonderful place to live and study.

Princeton Theological Seminary's expansive campus comprises more than 1.2 million square feet of space, including academic, administrative, and dormitory buildings on the central campus, the Charlotte Rachel Wilson apartments for students in nearby West Windsor Township, the Seminary's 21-acre farm where the Farminary is located, and more than 40 residential homes that house faculty in close proximity to the campus.

The campus includes cherished 19th-century buildings, which have won awards for historic preservation. The Seminary's first building, Alexander Hall (1815), remains in use. The Seminary recently finished a full renovation of the Brown Hall dormitory (1865) to update the rooms with private baths and expansive gathering space. The main classroom building, Stuart Hall (1876), also recently underwent complete exterior preservation to historic standards.

## TO APPLY

Jack Gorman is leading this search with Bryce Ervin and Sandeep Kaur. For more information, to submit a nomination, or to apply for this role, please visit:

[https://www.imsearch.com/open-searches/  
princeton-theological-seminary/vice-president-advancement](https://www.imsearch.com/open-searches/princeton-theological-seminary/vice-president-advancement)

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